Belles lettres and bell ringers

The Terminology of Physical Science by Duane Roller, Ph. D., Assistant Professor of Physics in the University of Oklahoma. University of Oklahoma Press, Norman Oklahoma, 1929. $1.00 postpaid.

By Lloyd Sweeringen, '20

In the Daily Oklahoman

This first of a series of University of Oklahoma Studies sets a high standard toward which subsequent contributors may strive. It defines and discusses the problems of scientific terminology from the pedagogical standpoint. It contains a lengthy glossary of faulty and troublesome terms and comprehensive lists of terms commonly mispronounced, simple spellings, preferred plural forms, terms frequently misspelled and simple standard abbreviations.

The book is frankly a concise summary of the difficulties experienced by teachers, writers and students of physical science. An appreciable part of these difficulties is due to the carelessly chosen and loosely defined terms used in the classroom and in textbooks. Obsolete and faulty terms are handed down from author to author and from teacher to student. These evils arise both from the tendency of textbook writers to follow the traditional forms of presentation of subject matter and from the fact that teachers naturally prefer to present their subjects in the way in which they originally learned it; and the textbooks studied by the teacher are very likely to be his criteria for terminology.

The subjects treated in this study are so diversified and of such tremendous importance that no one man can hope to contribute more than one part to the solution of the general problem. Doctor Roller, a physicist, naturally has visualized the problem largely from the viewpoint of physics. The inclusion of more of the terms of chemistry and geology would have added materially to the general usefulness of the study.

The book is so attractive in appearance that it is difficult to realize that it is a university study. Having none of the drabness that one usually associates with a book of scholarship, it may well set a new standard for publications of its kind. The cover, symbolizing the arts and sciences, was drawn by Lawrence P. Williams of the faculty of the University of Oklahoma school of art. Large, readable and attractive type and a fine quality of paper make this book easy to read, in fact, urge one to read. Perhaps this initial Oklahoma study may help show the way to make learning more valuable.

The writer considers this study a most valuable contribution to physical science. Although not intended by Doctor Roller to be an exhaustive treatment, it represents a marked step in the progress of modernizing the terminology of physical science. It should be in the hands of every serious minded teacher and student.

ON ADVERTISING

Newspaper Advertising and the Retailer, by Harry B. Rutledge. Published by the University of Oklahoma Press. Sent free upon request. 1929.

From Editor and Publisher

When Harry B. Rutledge, field manager of the Oklahoma Press Association, took the air over W.N.A.D. to explain the relation of newspaper advertising to the retailer, he found so many responsive listeners who requested pamphlet publication of his radio talks, that the University of Oklahoma decided to bring them together in one of its official bulletins. The foreword is contributed by H. Herbert, director of the school of journalism at that institution.

Mr Rutledge opened his radio talks with a little chat about the consuming public. He then asks the question, "Why advertise?" He finds his answer in the fact that it pays.

To show how advertising is in the very air in America, he quotes the following observation of Sir Charles Higham: "I was taking tea with a great editor last Sunday afternoon when his little daughter came back from Sunday school with an illustrated text card in her hand. 'What's that you have there, little one?' the editor asked. 'Oh,' said the little girl, 'just an ad about heaven.'"

Mr Rutledge in the three talks that follow answers the questions, "How much shall I invest?" "How, when and what to advertise?" and "What media for results?" He concludes his answer to the third question with "The retailer who will use his local newspaper continuously, consistently and courageously in advertising his merchandise to the public will, I believe, find it his best advertising medium, in fair weather and foul."

Advertising copy that sells merchandise then receives his attention. To be human he regards as the first requisite in being able to write good advertising copy. On this point he quotes J. K. Frazier of the Blackman Advertising Co., "If you want to sell, be friendly; if you want to make friends, be natural."

One of his best talks over the radio was that which concludes the pamphlet, "Retail Advertising Tie-Ups." Here he urges advertisers to plan window and counter displays so that they supplement newspaper advertising.

Advertising managers, especially those connected with dailies published in the smaller cities, will make no mistake if they write to the University of Oklahoma, Norman, Oklahoma, for a copy of Newspaper Advertising and the Retailer.

WELL HATCHED PLAN?

By Faith Hieronymous

In the Tulsa World, September 29

During the month of September Oklahoma has swarmed into center stage with two novels whose excellence bespeaks for them a permanent place. Whether it was a coincidence or a well laid and equally well-hatched plan that produced the same month two novels written by husband and wife nobody knows; the fact remains that Isabel Campbell and Stanley Vestal have made unique history in having their books, published by different houses, released the same month of the same year. And each book is a first novel.
Isabel Campbell isn't a Lucy Stoner. In fact, Campbell is her lawfully wedded name. But Walter Campbell, who gave it to her prefers to write under the name of Stanley Vestal. This name has been affixed in authorship to books before; Mrs Campbell makes her bow in this first novel. *Fandango* by Mr Vestal, was a book of poems; his biography of Kit Carson has earned for him recognition and respect of readers everywhere. Sallye Little Brandt has done so well by Mr and Mrs Campbell in her sketches of them that it seems unnecessary to repeat the introductions she so expertly gave them; yet for the benefit of those who might not have taken the advice of the circulation department to have their papers follow them when they went on a journey this summer, we'll repeat that Mr Campbell teaches English to the collegiate young at the University of Oklahoma, while his wife does the things expected of her as Mrs Campbell and then writes stories when she has time to be Isabel Campbell.

This first novel of hers is *Jack Sprat* (Coward-McCann). The publishers say Mrs Campbell in her sketches of them have takenthe advice of the circulation department to have their papers follow them when they went on a journey this summer, we'll repeat that Mr Campbell teaches English to the collegiate young at the University of Oklahoma, while his wife does the things expected of her as Mrs Campbell and then writes stories when she has time to be Isabel Campbell.

*KIT CARSON'S DAY*


There are fine, outstanding men and women in Mr Vestal's story, but the center of the stage is for none of them. His hero is the *Dobe Walls* of his title—a great, massive, four-square adobe building with walls eight feet thick, cannon mounted bastions and a huge, heavy iron gate that guarded its only entrance. This was Bent's old fort, which stood on the plains of eastern Colorado just off the Santa Fé trail, and was, says the author, in the days of its greatest power and pride eighty and more years ago, "the capital of an empire vaster and richer than any ruled by Caesar or Napoleon. The wealth of half a continent bowed through its wide iron gates and its owner controlled the trade and swayed the councils of all the tribes from Mexico to the Black Hills."

But at the time of Mr Vestal's story, the early '50s, William Bent's kingdom was crumbling. For more than a quarter of a century he had sat in his stronghold, which he himself had planned and which Kit Carson had helped to build, the model for all the scattered, lonely outposts of the fur trade of the southwest. He had established and maintained and ruled the peace which the traders he'd with the Indians. And now that peace was gone. The oncoming rush of the immigrants, the intrusion of the mailed arm of the government for their protection, the killing of the game, had combined to end the chapter and Mr Vestal's historical novel has for its purpose the picturing of the conditions and the dramatizing of the forces that struggles together at the end. Old "Colonel" Bent, merchant prince and adventurer of the plains, is there, organizing his forces, sending forth his trading trains, ruling his domain. A company of cavalry, universally referred to by the mountain men as "cussed Neds," commanded by a captain of such slender caliber that he deserves all the opprobrious epithets with which his men voice their disdain and

![To The Old Grad Who Has Lost His Pin](image)

Even if you are a member of the first University of Oklahoma graduating class and have lost your fraternity or sorority pin or ring, pay a visit to the Letzeiser Jewelry Co. at your first convenience. Letzeiser files contain dies for many local and national fraternal organizations—perhaps the one for yours. If such is the case, you may be sure of restoring this treasured article at a minimum cost.

*Let us solve your Jewelry Problems*

Letzeiser & Co.

Manufacturers of Fine Jewelry
303 Hightower Bldg. Main and Hudson
Oklahoma City, Okla.
hate, plays a part in the drama that is not much credit to the army. Bob Hatcher, Bent's foreman, a capable up-standing mountain man of a fine type, would be the hero of the tale if that honor did not belong to the fort itself. Frontiersmen, trappers, Mexican smugglers, Indians, a missionary and his daughter, a Mexican girl, helped to fill the broad stage with people, all of whom, even to the many individual Indians, are drawn with clear-cut characterization. The plot, which is developed through the holding captive by the Indians of the missionary and his daughter, their rescue by the trading train from Bent's fort, and a succession of events which send the Indians on the war path, is worked out chiefly by the means of many and varied dramatic situations. Its climax comes when old Colonel Bent, realizing that the end of his domain has arrived and rebelling against the alternative of selling his stronghold to the government for army use, has it completely evacuated, busies himself for a little while within, then rides to the top of a great ridge and looks back. And presently “the fort heaved itself into the air, a great burst of smoke and flame followed, the earth rocked and a deafening roar burst upon the ear.” And when the dust settled and the smoke cleared all that was left of Bent’s old fort was “a heap of shattered ‘dobe walls.”

The movement of the story, especially in the early parts, is rather slow, and might in some places have been quickened with benefit to the reader’s interest. But the author is trying by these means to make the setting of his scenes accurate and colorful, and this he always does, although sometimes to the injury of the tempo of his narrative. But this does not apply to the story as a whole, which is thronged with vivid, dramatic scenes at the fort, on the trail, at the Indian camps, in which the interest is kept at high tension.

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The *Southwest Review* for July, 1929, contains articles by four Oklahoma writers, as well as a review of *Folk-Say.* The articles which appear are: “A Childhood in Old Galveston” by Winifred John-

ston; “Black Guitar Man”, a poem, by B. A. Botkin; “The Culture is Here” by Stanley Vestal and “Bror J. O. Nordfelt” by Jeanne D’ Uc
cel. ** ** *

### Intramurals

The most important development in university athletics in recent years is the announcement of Athletic Director Ben G. Owen that intramural sports are to be an important feature this year.

Part of the coaching staff will devote its attention to this most vitally needed sport innovation. The large number of entries in the various branches of sports indicates that the day may not be far distant when all Sooners will be participating in athletics instead of being mere-

**Oklahoma Has Taken Its Place in the Literary World**

Entrance of the University of Oklahoma into the book publishing field is representative of the progress in scholarship now evident in all Soonerland. The University of Oklahoma has ceased to be just a school. Its classroom atmosphere, its roster of highly trained, efficient faculty, and now its publications and books bear witness to its claim to being an educational institution of the most modern type. With *The Terminology of Physical Science* the Press is inaugurating a new series of University Studies. Lawrence Williams, ’23 fine arts, assistant professor of art in the university, has executed for these studies a distinctive and appropriate cover design which has done much to make them more than ordinary in appearance. Every Sooner can benefit by acquiring these handsome, scholarly, all-Oklahoma volumes.

**Folk-Say: A Regional Miscellany**

*Edited by B. A. Botkin*

This work, comprising Indian tales, “tall” tales, treasure legends, folk cures, reminiscences of pioneers, character sketches, and verse, has been enthusiastically lauded by reviewers all over America. It is the official annual publication of the Oklahoma Folk-Lore society. Members of this society are making every effort to seek out and preserve all the lore of the southwest.

**The Terminology of Physical Science**

*By Duane Roller*

Price, $1.50, postage extra

What are the forces of nature? Is steel elastic? How do you pronounce oleomargarin? conduit? arctic? What do the chemical symbols mean? All these questions and many more are given concise, scholarly answers in Doctor Roller’s handbook.

Teachers of science can hardly do justice to their pupils without informing themselves on scientific terminology, spelling, pronunciations and abbreviations. The “man in the street,” the average Sooner, will discover in this a surprisingly interesting volume. Excellent typography, fine paper, and attractive binding have made this a book which Sooners can compare favorably with the products of any college.

**The Value Theory of the Second Austrian School**

*By Howard Ormsby Eaton*

Price, to be announced

This volume will be published December 15, the seventieth anniversary of the birth of Dr. Christian von Ehrenfels. *The Second Austrian School* is the only authoritative and scholarly work in any language which discusses the development of the value theory of Doctor Ehrenfels, Franz Brentano and Alexius von Meinong. It is almost the only study in English on any phase whatever of their thought although the Hon. Bertrand Russell, Professor Urban, Professor R. B. Perry, J. S. MacKenzie and the authors of almost all histories of philosophy and of psychology are unanimous in conceding the significance of these men and of the school of thought which they founded. *The Second Austrian School* is confined almost exclusively to those aspects of the general theory of value which are coming to be designated with increasing unanimity as “Axiology” or the theoretical phase of the whole subject.

These books are limited editions. They are being sold direct—from the Press to you. An order now will prevent disappointment.

**University of Oklahoma Press**

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